Dear Principal Name:

As schools and universities struggle to keep student clubs and organizations afloat, there’s always a need for effective, easy-to-implement fundraising programs. I’m name, manager of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_\_. I’m writing to introduce you to a unique fundraising opportunity that can support your school’s football team, drama club, choir, cheerleading squad or booster club in raising much-needed money for their favorite school club, program, group or organization—all while learning how to help protect the planet.

ABOUT THE “LEARN. RECYCLE. EARN.” PROGRAM

The “Learn. Recycle. Earn.” Program was created by the GotScrap.com to raise awareness of Scrap Metal Recycling, and to achieve three important goals:

1to educate high school and college students about the benefits of recycling

2 to promote recycling at school and at home.

3 to offer fundraising opportunities to schools and students.

Whether your students creates a one-day drive collecting home appliances and other large items or create an ongoing recycling program focusing on aluminum cans, they can quickly raise money for the programs they value and the equipment they need.

## ABOUT SCRAP METAL RECYCLING

Scrap metal recycling is the **most popular form of recycling** in the United States. Scrap Metal is **any kind of metal** that is no longer useful and can be sold for recycling. In addition to aluminum cans, this includes cars, home appliances (dishwashers, washing machines, refrigerators, stoves, etc.), barbecues, bicycles, and construction metal. While scrap metal is recycled rather than thrown into landfills, it reduces pollution, lowers the demand for energy use and expensive fuels, and reduces the demand for landfills.

## CREATING A RECYCLING DRIVE OR ON-GOING PROGRAM FOR YOUR SCHOOL

I’d welcome an opportunity to meet with you, at your convenience, for 15-20 minutes to discuss how easily a recycling drive or program can be implemented. Here are just a few ideas as to how the program can work:

* Recycling collection bins can be placed on campus so that students can drop off cans (and plastic bottles) at their convenience. This can be established as a one-time event or as an ongoing fundraising source.
* A one-day home pick-up service can be organized so that large donations (such as appliances) can be picked up directly from local homes and businesses.
* The local community can also be invited to bring scrap metal to a campus drop-off site on a designated day. Trucks from GotScrap.com will remove all donations the same day, so space or storage is never an issue.
* Parents can be invited to involve their companies and employers.
* Contests are held across the country periodically as additional opportunities to raise funds for your school. Check the Gotscrap.com website frequently for updates.

All donated items are sorted, weighed and sold at full market value for scrap, and every dollar raised will come back to your school in the form of a check made payable to the organizing student club or group. It’s an efficient, profitable way to quickly raise money for the programs and equipment your students want and need.

I will call your office next week to request an appointment. In the meantime, I invite you to visit our website—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_—or to call me at phone number.

Sincerely,

### Yard Manager Name

